

Rep Order# 9790984 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/14/2012 9:14 AM
Last Received: 08/13/2012 4:33 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1217
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

49218
Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1217
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----		---	---	---	---	---	---	---	---
	1	W-F	7A-9A	EARLY SHW	P2	:30	\$450.00	08/15-08/17	6	1	6	\$2,700.00	
	2	W-F	3P-4P	DEAL	P2	:30	\$500.00	08/15-08/17	3	1	3	\$1,500.00	
	3	W-F	430P-5P	NEWS	P2	:30	\$1,200.00	08/15-08/17	3	1	3	\$3,600.00	
	4	W-F	530P-6P	NEWS	P2	:30	\$1,500.00	08/15-08/17	3	1	3	\$4,500.00	
	5	W-F	6P-630P	NEWS	P2	:30	\$1,600.00	08/15-08/17	3	1	3	\$4,800.00	
	6	W-F	7P-730P	INSIDE	P2	:30	\$1,200.00	08/15-08/17	3	1	3	\$3,600.00	
	7	W-F	730P-8P	ET	P2	:30	\$1,200.00	08/15-08/17	3	1	3	\$3,600.00	
	8	W-F	1135P-1235A	LETTERMAN	P2	:30	\$650.00	08/15-08/17	6	1	6	\$3,900.00	
	9	W-SU	11P-1135P	NEWS	P2	:30	\$1,800.00	08/15-08/19	5	1	5	\$9,000.00	
	10	TH	9P-10P	BIG	P2	:30	\$6,000.00	08/16-08/16	1	1	1	\$6,000.00	
	11	TH	10P-11P	PERSON	P3	:30	\$4,500.00	08/16-08/16	1	1	1	\$4,500.00	

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---	---	---	---	-----		---	---	---	---	---	---	---	---
	12	F	9P-10P	CSI NY	P2	:30	\$3,500.00	08/17-08/17	1	1	1	\$3,500.00	
	13	SA	9P-10P	CRIMETIME	P3	:30	\$1,000.00	08/18-08/18	1	1	1	\$1,000.00	
	14	SA	10P-11P	48 HRS	P3	:30	\$1,800.00	08/18-08/18	1	1	1	\$1,800.00	
	15	SU	630P-7P	NEWS	P3	:30	\$750.00	08/19-08/19	1	1	1	\$750.00	
	16	SU	7P-8P	60 MIN	P2	:30	\$3,500.00	08/19-08/19	1	1	1	\$3,500.00	
	17	SU	10P-11P	MENTALIST	P2	:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	
	18	SU	1135P-1205A	SPORTS	P2	:30	\$550.00	08/19-08/19	1	1	1	\$550.00	
	19	M-TU	7A-9A	EARLY SHW	P2	:30	\$450.00	08/20-08/21	3	1	3	\$1,350.00	
	20	M-TU	3P-4P	DEAL	P2	:30	\$500.00	08/20-08/21	2	1	2	\$1,000.00	
	21	M-TU	430P-5P	NEWS	P2	:30	\$1,200.00	08/20-08/21	2	1	2	\$2,400.00	
	22	M-TU	530P-6P	NEWS	P2	:30	\$1,500.00	08/20-08/21	2	1	2	\$3,000.00	
	23	M-TU	6P-630P	NEWS	P2	:30	\$1,600.00	08/20-08/21	2	1	2	\$3,200.00	
	24	M-TU	7P-730P	INSIDE	P2	:30	\$1,200.00	08/20-08/21	2	1	2	\$2,400.00	
	25	M-TU	730P-8P	ET	P2	:30	\$1,200.00	08/20-08/21	2	1	2	\$2,400.00	
	26	M-TU	1135P-1235A	LETTERMAN	P2	:30	\$650.00	08/20-08/21	2	1	2	\$1,300.00	

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---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	27	M-TU	11P-1135P	NEWS	:30	\$1,800.00	08/20-08/21	2	1	2	\$3,600.00	
	28	TU	10P-11P	MENTALIST	:30	\$3,000.00	08/21-08/21	1	1	1	\$3,000.00	

---REPORT TOTALS---

Report Totals: 64 / \$85,450.00

---SALES MONTHLY TOTALS---

Aug 12: 64 / \$85,450.00

Sales Totals: 64 / \$85,450.00

Station Totals: 64 / \$85,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$208,415	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	35%
		WKRC	41%	WLWT	16%	WSTR	0%	WXIX	8%		

Books null

Demos RA35+

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 1												
08/15/12	Wednesday	8:44:40 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	1	MWAS
08/15/12	Wednesday	8:18:45 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	5	MWAS
08/16/12	Thursday		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	2	MWAS
08/16/12	Thursday		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	6	MWAS
08/17/12	Friday		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	3	MWAS
08/17/12	Friday		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	4	MWAS
											6	
Line: 2												
08/15/12	Wednesday	3:59:02 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/16/12	Thursday		:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/17/12	Friday		:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	3	MWAS
											3	
Line: 3												
08/15/12	Wednesday	4:51:36 PM	:30	\$1,200.00		4p Local 12 News at Four	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/16/12	Thursday		:30	\$1,200.00		4p Local 12 News at Four	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/17/12	Friday		:30	\$1,200.00		4p Local 12 News at Four	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	3	MWAS
											3	
Line: 4												
08/15/12	Wednesday	5:34:31 PM	:30	\$1,500.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1217	P-2	2	MWAS
08/16/12	Thursday		:30	\$1,500.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1217	P-2	1	MWAS
08/17/12	Friday		:30	\$1,500.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	CROSSROADS GPS	1217	P-2	3	MWAS
											3	
Line: 5												
08/15/12	Wednesday	6:12:53 PM	:30	\$1,600.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	3	MWAS
08/16/12	Thursday		:30	\$1,600.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/17/12	Friday		:30	\$1,600.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											3	
Line: 6												
08/15/12	Wednesday	7:10:57 PM	:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/16/12	Thursday		:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	3	MWAS
08/17/12	Friday		:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	2	MWAS
											3	
Line: 7												
08/15/12	Wednesday	7:51:14 PM	:30	\$1,200.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/16/12	Thursday		:30	\$1,200.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/17/12	Friday		:30	\$1,200.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	3	MWAS
											3	
Line: 8												
08/15/12	Wednesday	2:24:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	5	MWAS

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 8												
08/15/12	Wednesday	1:47:00 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	1	MWAS
08/16/12	Thursday		:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	2	MWAS
08/16/12	Thursday		:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	4	MWAS
08/17/12	Friday		:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	6	MWAS
08/17/12	Friday		:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	3	MWAS
											6	
Line: 9												
08/15/12	Wednesday	1:04:53 PM	:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/16/12	Thursday		:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/17/12	Friday		:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	4	MWAS
08/18/12	Saturday		:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	3	MWAS
08/19/12	Sunday		:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	5	MWAS
											5	
Line: 10												
08/16/12	Thursday		:30	\$6,000.00		Thu Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											1	
Line: 11												
08/16/12	Thursday		:30	\$4,500.00		Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-3	1	MWAS
											1	
Line: 12												
08/17/12	Friday		:30	\$3,500.00		Fri Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											1	
Line: 13												
08/18/12	Saturday		:30	\$1,000.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1217	P-3	1	MWAS
											1	
Line: 14												
08/18/12	Saturday		:30	\$1,800.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-3	1	MWAS
											1	
Line: 15												
08/19/12	Sunday		:30	\$750.00		630p Local 12 News Sun	6:30 PM-7:00 PM	CROSSROADS GPS	1217	P-3	1	MWAS
											1	
Line: 16												
08/19/12	Sunday		:30	\$3,500.00		Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											1	
Line: 17												
08/19/12	Sunday		:30	\$3,000.00		Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											1	
Line: 18												

[Filtered by:] [Sorted by: Station]

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Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 18												
08/19/12	Sunday		:30	\$550.00		Sun 1135p-1205a	11:35 PM-12:05 XM	CROSSROADS GPS	1217	P-2	1	MWAS
											1	
Line: 19												
08/20/12	Monday 7:28:56 AM		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	1	MWAS
08/21/12	Tuesday 7:29:11 AM		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	2	MWAS
08/21/12	Tuesday 8:46:10 AM		:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	CROSSROADS GPS	1217	P-2	3	MWAS
											3	
Line: 20												
08/20/12	Monday 3:28:46 PM		:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/21/12	Tuesday 3:59:12 PM		:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
											2	
Line: 21												
08/20/12	Monday 4:43:51 PM		:30	\$1,200.00		4p Local 12 News at Four 4:30 PM-5:00 PM	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/21/12	Tuesday		:30	\$1,200.00		4p Local 12 News at Four 4:30 PM-5:00 PM	4:30 PM-5:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											2	
Line: 22												
08/20/12	Monday 5:56:51 PM		:30	\$1,500.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM)	5:30:00 PM-6:00:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/21/12	Tuesday		:30	\$1,500.00		5p Local 12 News at Five (5:30:00 PM-6:00:00 PM)	5:30:00 PM-6:00:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
											2	
Line: 23												
08/20/12	Monday 6:12:43 PM		:30	\$1,600.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/21/12	Tuesday		:30	\$1,600.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											2	
Line: 24												
08/20/12	Monday 7:27:49 PM		:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	1	MWAS
08/21/12	Tuesday		:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1217	P-2	2	MWAS
											2	
Line: 25												
08/20/12	Monday 7:35:59 PM		:30	\$1,200.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/21/12	Tuesday		:30	\$1,200.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1217	P-2	1	MWAS
											2	
Line: 26												
08/20/12	Monday 1:46:45 PM		:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	1	MWAS
08/21/12	Tuesday		:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1217	P-2	2	MWAS
											2	
Line: 27												
08/20/12	Monday 1:11:51 PM		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	2	MWAS
08/21/12	Tuesday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	CROSSROADS GPS	1217	P-2	1	MWAS

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Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49218												
Line: 27												
				\$3,600.00							2	
Line: 28												
08/21/12	Tuesday		:30	\$3,000.00		Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1217	P-2		1 MWAS
				\$3,000.00							1	
				\$85,450.00							64	
				\$85,450.00							64	
				\$85,450.00							64	
				\$85,450.00							64	
				\$85,450.00							64	

[Filtered by:] [Sorted by: Station]